



## Bus Stop Optimization FAQs

### Why did RTS conduct a study of its bus stops?

Our goal is to make it easy for our customers to enjoy their ride. In Monroe County, we have about 3,400 RTS bus stops. Over time, the usage of some bus stops has changed, and some bus stops are not in ideal locations nor convenient for our customers.

We also know that in comparison to other communities of similar size, RTS has more stops per mile. While this may sound beneficial, too many stops can mean longer rides and delays for our customers.

### How was the analysis conducted?

RTS partnered with engineering firms Passero Associates and Kimely-Horn to conduct an in-depth review of our bus stops, which lead to suggestions for improvement. We conducted the analysis from January to July 2014 by:

- Taking inventory of all of our stops, paying special attention to the condition of the bus stops.
- Mapping the number of bus stops per mile on each bus route and in each direction of travel.
- Considering key factors, such as customer use statistics, distance between stops, and if stops headed to or from the city were paired with one another.
- Reviewing transit industry best practices and guidelines.

### What did RTS learn?

After conducting our analysis, we found:

- On some routes, stops are placed too close together, which can slow travel time.
- The conditions of some bus stops are not ideal for our customers, especially in bad weather. For example, if a stop isn't paved, it may become muddy or snow covered, and customers may wait in the road.

### What are the recommendations and what will be changing?

RTS has made the following recommendations to improve the placement and quality of our bus stops and to ensure safe, reliable, and convenient access and service.

- Keep 618 critical stops in place. These stops include important and key destinations and transfer points, providing comfort and convenience to a large number of customers.
- Place up to 7 stops per mile in the City of Rochester, and up to 5 stops per mile in the Monroe County suburbs.
- Phase out approximately 25 percent of the bus stops by the end of 2015.
  - o Of the 1,769 urban stops in the City of Rochester, 472 are being recommended to be eliminated.
  - o Of the 1,624 suburban stops in Monroe County, 437 are being recommended to be eliminated.

## When will we see these changes happen?

Before we make any changes to our bus stop locations, we will be updating each bus stop sign.

The face of each sign will be refreshed with reflective material to include the bus stop ID number and which bus routes serve that stop. Those replacements will begin in September.

In 2015, all bus stop signs will be replaced with a new, two-sided, reflective design, making the signs easier to read both day and night and enhancing safety for all. The elimination of specific bus stops will be done alongside the bus stop sign replacement. Stops to be phased out will be marked at least two weeks prior to any changes.

## How does Bus Stop Optimization fit in with other changes RTS is making?

Placing the right number of stops in the best available locations is one of several RTS initiatives.

The RTS Transit Center, opening November 28, creates new opportunities to provide improved service to customers. Some route numbers and names will change, and schedules will be color-coded, making it easier to understand where and how buses travel in and around Rochester and Monroe County.

New bus stop signs will allow customers to easily identify which routes stop at each location and which direction the buses are traveling. They'll also be reflective and two-sided for easier viewing. Together, these updates work toward our mission to be our community's provider and partner for safe, reliable, and convenient public transportation.

## Where can I ask questions or provide feedback?

There are a number of ways to ask questions or provide feedback:

- Talk to one of our representatives at today's Workshop
- Leave a comment on a comment card during today's Workshop
- Visit [myRTS.com](http://myRTS.com)
- Email [Monroe@myRTS.com](mailto:Monroe@myRTS.com)
- Call 585-288-1700

If you'd like to provide feedback, please be very specific about the location of the stop(s) on which you are commenting.

This will help us to fully understand and consider your feedback.  
We're accepting comments through October 2, 2014 at 5 p.m. EST.